



## **Qbrick first on the stock exchange in Sweden to use AI avatar for quarterly report presentation**

**Qbrick AB (publ), the Nordic leader in interactive video and AI-powered communication, becomes the first publicly listed company in Sweden to use a realistic AI avatar to present its quarterly report.**

In connection with the Q1 2025 report, the company is launching an AI avatar that precisely replicates the voice and appearance of CEO Krister Karjalainen. The presentation has been created using Qbrick's platform and marks a concrete step forward in the company's mission to modernize investor communication.

Investor relations (IR) communication has remained largely unchanged for a long time. By using AI, the company aims to increase accessibility, clarity, and engagement in its dialogue with the market. This technology enables the delivery of recurring reports and informational videos faster, at significantly lower cost, and with greater scalability- without compromising on quality.

The AI avatar is especially useful in contexts where efficient and frequent communication is essential. The technology allows the company to reach more investors and stakeholders more often and in a more accessible way- while also freeing up time for management to focus on the business.

### **Comment from CEO Krister Karjalainen:**

*"With the launch of our realistic AI avatar, we are taking a major step toward transforming how listed companies communicate with the market. By using our own platform for the quarterly report presentation, we are demonstrating how companies can practically modernize their investor relations. We know that AI will change how content is created, and at Qbrick, we want to be at the forefront and lead the way. This is not just a technical innovation - it is a clear expression of our ambition to lead the development of AI and communication."*

Watch the presentation here:

**<https://www.qbrick.com/investors/rapporter-och-presentationer/>**

### **For more information, contact:**

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### **About Qbrick**

Qbrick AB (publ) is a Swedish company founded in 1999 that provides SaaS-based software solutions in video and film production for companies, authorities and the

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gaming industry. The company delivers a cloud-based technical platform with which customers can create, edit, store and distribute live video and pre-recorded video clips. Qbrick also develops interactive services where viewers can engage in broadcasts such as video shopping, live events or financial company communications. The company's video platform currently generates monthly revenue from approximately 100 corporate customers. Qbrick currently has wholly-owned subsidiaries with operations in Sweden, Norway, Denmark and Finland. The head office is located in Stockholm. Qbrick's shares are listed on NGM Nordic SME.

For more information, see Qbrick's website **[www.qbrick.com](http://www.qbrick.com)**